



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE:

Wednesday, April 21, 2010

TIME:

8:00-9:00 A.M. *Please arrive 5 min. prior*

PLACE:

**Friends Room at NB Central Library
1000 Avocado Ave**

ROLL CALL AND INTRODUCTIONS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

MEMBER UPDATES AND ANNOUNCEMENTS

PENDING PROJECTS UPDATES

DISCUSSION ITEMS

1. Approval of Minutes of March 17, 2009 (*Attachment*)
2. Discussion of options for implementing the Wayfinding Program
3. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, May 5, 2010
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, May 19, 2010
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 3-17-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, March 17, 2010.**

Members Present:

X	Mike Henn, Chairman	X	Lloyd Ikerd
X	Keith Curry, Mayor	X	Brion Jeannette
E	Steve Rosansky, Council Member	X	Debra Legan
X	Robert Hawkins, Planning Commissioner	X	Richard Luehrs
X	Mike McNamara, Vice Chairman	X	Scott Palmer
E	Fred Ameri	A	John Robinson
X	Craig Batley	X	Gregg Schwenk
E	Seymour Beek	X	Gary Sherwin
X	Jeffrey Cole	X	Kim Van Natta
A	Steven Coyne	X	Gay Wassall-Kelly
X	Sheri Drewry		
X	Jennifer Gonzalez		
X	Arlene Greer		
X	David Hsiang		
X	John Hyatt		

Staff Representatives:

X	Sharon Wood, Contract Employee		
X	Leigh De Santis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

Guests Present:

Peggy Fort, CMC and NBRA	
Katie Gardner, One Stop	

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Councilman Henn announced that the City had closed escrow on 608 E. Balboa Blvd. and 209 Washington Street. The property would be developed as a surface parking lot.
- Gregg Schwenk reported on the success of a Film Festival fundraiser last Monday at the Bungalow. \$1000 was raised by Council members tending bar. On March 25th at 7:30 pm at the Lido Theater, there will be a preview showing of the film "City Island" starring Andy Garcia. Mr. Garcia will be at the event to talk about his film. The Newport Beach Film Festival will be held April 22-29, 2010.
- Lloyd Ikerd announced that he hopes to restore and put into service a Helms Bakery truck on Balboa Island this summer.
- Scott Palmer raised two BID issues. First, Balboa Village would like to receive a waiver of fees associated with use of the city-owned parking lot at Palm St. and Balboa Blvd. for their Art Fair, associated with the Ensenada Race. In the future, they would like to be able to use it twice a year during the off-season without fees. Second, both the Corona del Mar BID and the Marine Ave BID would be interested in paying for the fabrication and installation of the planned Wayfinding Signs that would direct shoppers to their area. Would the City allow the project to occur in a piecemeal fashion, as opposed to a simultaneous citywide installation?
- Robert Hawkins suggested and the Committee agreed that these two BID issues ought to be put on the April agenda for discussion.

DISCUSSION ITEMS

1. Minutes of February 17, 2010.

Chairman Henn called for comments on the draft minutes. There being none, Lloyd Ikerd moved approval of the minutes. Robert Hawkins prompted a brief discussion as to whether the minutes should be action minutes. The minutes were approved unanimously.

2. Presentation by Gary Sherwin of Visit Newport Beach, Inc on the Tourism Industry in Newport Beach.

Visit Newport Beach, Inc. is the marketing and promotional entity for Newport Beach. It is funded by an allocation of 18% of the City's transient occupancy tax. In addition Visit Newport Beach, Inc. is the owner's association for the Tourism BID comprised of six major hotels in Newport Beach. The hotels assess themselves 2% of gross room night revenues to fund the BID. A 2007 study of tourism in Newport Beach identified \$1.4 billion dollars in direct spending attributable to 6.9 million annual visitors. Tourism is hyper-sensitive to the economy and even more so in perceived luxury markets. Revenue per room available in Newport Beach hit bottom in March 2009. Since then it has been slowly recovering. In November 2009 it went above zero for the first time. Since then it has remained in the positive but below pre-recession rates because of reductions in room rate. Hotels are forecasting a 2% growth in revenues in 2010 and are planning to start restoring rates.

3. Presentations by the Restaurant Association on Restaurant Week

Sheri Drewry, President of the NBRA, introduced the BID's marketing consultant to report on Restaurant Week, Peggy Fort. Peggy reported that in FY 2009/2010 Restaurant Week generated \$350,000 in media attending to Newport Beach as a dining destination. Approximately 300,000 patrons participated in the October 2009 and January 2010 combined campaigns and bounce back promotions, an increase of 28.5% over the single event in FY 2008/2009. During Restaurant Week, the Newport Beach dining website received 750 unique visitors each day. While having two Restaurant Weeks in a single fiscal year had some benefits, upon review the NBRA Board felt the program would be stronger with just one event per fiscal year. They will be requesting that the City Council direct the money approved for October 2010 to support a January 2011 event instead.

4. EQAC Representative's Report

EQAC completed its review of the revised Marina Park EIR. Their March meeting was cancelled. At their April 19th meeting, they will receive presentations from both sides of the Banning Ranch discussion.

ITEMS FOR A FUTURE AGENDA

- Wayfinding Sign Program
- Balboa Village BID fee waiver request.

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:10 am.